LISTING OF CLAIMS

This listing of claims, if entered, will replace all prior versions and listings of claims in the above-identified application.

1.   **(Currently Amended)**   A method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information describing a level at which the organization performs in meeting each of the one or more business challenges,

the information describing the levels comprises a **plurality of** user-specified rankings**,**

the plurality of user-specified rankings comprises one user-specified ranking of organization performance for each of the one or more business challenges, and

each of the **plurality of** user-specified ranking**s** represents a ranking on a ranking scale;

identifying, using a processor, one or more predefined business processes that address the one or more business challenges of the organization, wherein

the identifying comprises accessing a business process database coupled to the processor;

estimating, using the processor, benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises

ranking a plurality of metrics based on one or more of the plurality of user-specified rankings, and

adjusting [[a]] **the plurality of** metric**s** based on the ranking **of the plurality of metrics**; and

providing a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business processes,

the providing comprises displaying the recommendation on a display, and

the display is coupled to the processor.

2. **(Currently Amended)** The method of claim 1 wherein

the receiving user-specified information pertaining to one or more business challenges of an

organization comprises communicating to the user a list of business challenges

commonly experienced by a plurality of companies; and

the method further comprises considering **at least one of** the **plurality of** user-specified ranking**s**

when identifying the one or more predefined business processes.

3. (Previously Presented) The method of claim 2 wherein

the receiving user-specified information pertaining to one or more business challenges of an

organization further comprises receiving user-specified information indicating

importance of business challenges within the list to the organization; and

the method further comprises considering the importance of the business challenges when

identifying the one or more predefined business processes.

4. (Original) The method of claim 2 wherein the list of commonly experienced business

challenges is specific to a one of a plurality of functions that is selected by the user for

evaluation.

5. (Original) The method of claim 4 further comprising:

maintaining a database of commonly experiences business challenges associated with the

plurality of functions.

6. (Original) The method of claim 4 further comprising:

maintaining a database of commonly experiences business challenges associated with

specific industries.

7. (Original) The method of claim 1 further comprising requesting the user to enter

industry and revenue data associated with the organization.

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8.   (Cancelled)

9.   (Previously Presented)   The method of claim 1 further comprising assessing an adoption level of an automated technology by the organization based on the one or more business challenges and the industry and revenue data.

10.   (Cancelled)

11.   (Previously Presented)   The method of claim 1 wherein the benefits are estimated using statistical data.

12.   (Original)   The method of claim 1 wherein recommending the one or more predefined business processes to a user comprises:
        displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.

13.   (Original)   The method of claim 12 further comprising:
        allowing the user to view detailed business process information for the at least one of the one or more predefined business processes.

14.   (Original)   The method of claim 1 further comprising:
        identifying a software product required to implement each of the one or more predefined business processes.

15.   (Original)   The method of claim 1 further comprising:
        mapping each of the one or more predefined business processes to a corresponding best practice strategy recommendation and a corresponding best practice functionality recommendation; and

allowing the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.

16. (Original) The method of claim 1 further comprising:

allowing the user to view performance metrics associated with the one or more predefined business processes; and

allowing the user to view a success story of a customer who has implemented at least one of the one or more predefined business processes.

17. **(Currently Amended)** A method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

> the user-specified information comprises information describing a level at which the organization performs in meeting each of the one or more business challenges,
>
> the information describing the levels comprises a **plurality of** user-specified ranking**s,**
>
> **the plurality of user-specified rankings comprises one user-specified ranking** of organization performance for each of the one or more business challenges, and
>
> **each of** the **plurality of** user-specified ranking**s** represents a ranking on a ranking scale;

identifying, using a processor, one or more best practices that address the one or more business challenges of the organization, wherein

> the identifying comprises accessing a business practice database coupled to the processor;

estimating, using the processor, benefits that are to be gained by the organization when the one or more best practices are successfully implemented, wherein

> the estimating comprises
>
> > **ranking a plurality of metrics based on one or more of the plurality of user-specified rankings, and**

adjusting [[a]] **the plurality of** metric**s** based on the ranking **of the plurality of metrics**; and

recommending the one or more best practices to a user.

18. **(Currently Amended)**   The method of claim 17 wherein the receiving user-specified information pertaining to one or more business challenges of an organization comprises communicating to the user a list of business challenges commonly experienced by a plurality of companies; and the method further comprises considering **at least one of** the **plurality of** user-specified ranking**s** when identifying the one or more ~~predefined business processes~~ **best practices**.

19. **(Currently Amended)**   The method of claim 18 wherein the receiving user-specified information pertaining to one or more business challenges of an organization further comprises receiving user-specified information indicating importance of business challenges within the list to the organization; and the method further comprises considering the importance of the business challenges when identifying the one or more ~~predefined business processes~~ **best practices**.

20. (Original)   The method of claim 18 wherein the list of commonly experienced business challenges is specific to a one of a plurality of functions that is selected by the user for evaluation.

21. (Original)   The method of claim 17 wherein recommending the one or more best practices to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

22. (Original)   The method of claim 21 further comprising:

allowing the user to view detailed best practice information for the at least one of the one or more best practices.

23.   **(Currently Amended)**   A machine-readable medium having executable instructions to cause a machine to perform a method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information describing a level at which

the organization performs in meeting each of the one or more business challenges,

the information describing the levels comprises a **plurality of** user-specified

rankings**,**

the plurality of user-specified rankings comprises one user-specified ranking

of organization performance for each of the one or more business

challenges, and

each of the **plurality of** user-specified rankings represents a ranking on a ranking

scale;

identifying one or more predefined business processes that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises

ranking a plurality of metrics based on one or more of the plurality of

user-specified rankings, and

adjusting [[a]] **the plurality of** metrics based on the ranking **of the**

plurality of metrics; and

providing a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business

processes.

24.   **(Currently Amended)**   The machine readable medium of claim 23 wherein

the receiving user-specified information pertaining to one or more business challenges of an

organization comprises communicating to the user a list of business challenges

commonly experienced by a plurality of companies; and

the identifying the one or more predefined business processes that address the one or more

business challenges of the organization comprises considering **at least one of** the

plurality of user-specified ranking**s**.

25.   (Cancelled)

26.   **(Currently Amended)**   A machine-readable medium having executable instructions to cause a machine to perform a method comprising:

receiving user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information describing a level at which the organization performs in meeting each of the one or more business challenges,

the information describing the levels comprises a **plurality of** user-specified ranking**s,**

the plurality of user-specified rankings comprises one user-specified ranking of organization performance for each of the one or more business challenges, and

each of the **plurality of** user-specified ranking**s** represents a ranking on a ranking scale;

identifying one or more best practices that address the one or more business challenges of the organization;

estimating benefits that are to be gained by the organization when the one or more best practices are successfully implemented, wherein

the estimating comprises

ranking a plurality of metrics based on one or more of the plurality of user-specified rankings, and

adjusting [[a]] **the plurality of** metric**s** based on the ranking **of the plurality of metrics**; and

recommending the one or more best practices to a user.

27.   (Original)   The machine readable medium of claim 26 wherein recommending the one or more best practices to a user comprises:

displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

28.   **(Currently Amended)**   A system comprising:

a memory; and

at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to

receive user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information describing a level at which the organization performs in meeting each of the one or more business challenges,

the information describing the levels comprises a **plurality of** user-specified rankings**,**

the plurality of user-specified rankings comprises one user-specified ranking of organization performance for each of the one or more business challenges, and

each of the **plurality of** user-specified ranking**s** represents a ranking on a ranking scale;

identify one or more predefined business processes that address the one or more business challenges of the organization;

estimate benefits that are to be gained by the organization when the one or more business challenges are successfully addressed, wherein

the estimating comprises

ranking a plurality of metrics based on one or more of the plurality of user-specified rankings, and

adjusting [[a]] **the plurality of** metric**s** based on the ranking **of the plurality of metrics**; and

provide a recommendation to a user, wherein

the recommendation identifies at least one of the one or more predefined business processes.

29. **(Currently Amended)** The system of claim 28 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by communicating to the user a list of business challenges commonly experienced by a plurality of companies, and the identifying the one or more predefined business processes that address the one or more business challenges of the organization comprises considering **at least one of** the user-specified ranking**s**.

30. (Previously Presented) The system of claim 29 wherein the processor is to receive user-specified information pertaining to one or more business challenges of an organization by receiving user-specified information indicating importance of business challenges within the list to the organization, and the set of instructions further cause the processor to consider the importance of the business challenges when identifying the one or more predefined business processes.

31.-32. (Cancelled)

33. (Original) The system of claim 28 wherein the processor is to recommend the one or more predefined business processes to a user by displaying to the user each of the one or more business challenges with at least one of the one or more predefined business processes that addresses said each of the one or more business challenges.

34. (Original) The system of claim 28 wherein the processor is further to map each of the one or more predefined business processes to a corresponding best practice strategy recommendation and a corresponding best practice functionality recommendation, and to allow the user to view the corresponding best practice strategy recommendation and the corresponding best practice functionality recommendation.

35.   **(Currently Amended)**   A system comprising:

a memory; and

at least one processor coupled to the memory, the processor executing a set of instructions which cause the processor to

receive user-specified information pertaining to one or more business challenges of an organization, wherein

the user-specified information comprises information describing a level at which the organization performs in meeting each of the one or more business challenges,

the information describing the levels comprises a **plurality of** user-specified ranking**s,**

the plurality of user-specified rankings comprise one user-specified ranking of organization performance for each of the one or more business challenges, and

each of the **plurality of** user-specified ranking**s** represents a ranking on a ranking scale;

identify one or more best practices that address the one or more business challenges of the organization;

estimate benefits that are to be gained by the organization when the one or more best practices are successfully implemented, wherein

the estimating comprises

ranking a plurality of metrics based on one or more of the plurality of user-specified rankings, and

adjusting [[a]] **the plurality of** metric**s** based on the ranking **of the plurality of metrics**; and

recommend the one or more best practices to a user.

36.   **(Currently Amended)**   The system of claim 35 wherein the processor is to receive user-specified information pertaining to one or more business

challenges of an organization by communicating to the user a list of business challenges

commonly experienced by a plurality of companies, and

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the set of instructions further cause the processor to consider **at least one of** the **plurality of** user-specified ranking~~s~~ when identifying the one or more ~~predefined business processes~~ **best practices**.

37. (Original) The system of claim 35 wherein the processor is to recommend the one or more best practices to a user by displaying to the user each of the one or more business challenges with at least one of the one or more best practices that addresses said each of the one or more business challenges.

38. (Original) The system of claim 37 wherein the processor is further to allow the user to view detailed best practice information for the at least one of the one or more best practices.

39. (Previously Presented) The method of claim 9 wherein the automated technology is at least one of customer relationship management (CRM), partner relationship management (PRM), and employee relationship management (ERM).

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